

# There is no electronic calculator in the world to match the new Marchant electronic.

It's the only one to use a remarkable new technology:  
**Super MOS.**

When you buy an electronic calculator, there are dozens to choose from. How do you know which one's best? We think the answer is, simply pick the most advanced one you can find.

And that happens to be the Marchant® Model 414. It may look like other electronic calculators, but the resemblance ends right there. Because the 414 uses a totally new kind of technology in both its memory and logic functions.

**It has a space age brain.**

Our technology utilizes sub-miniaturization akin to the space age. Hundreds of transistors (which by themselves are marvels of electronic wizardry) are microscopically incorporated on a single chip so small 8 of them can sit comfortably on the face of a dime.

This tiny speck of material is the very brain of our calculator. It is a custom designed Metallic Oxide Semi-Conductor (we call it Super MOS for short). And, just to put it in perspective for you, it helps to know that each Super MOS chip contains 40 square feet of complex electrical diagrams.

Think of it! A blueprint 5 by 8 feet is reduced to something you can hardly see. And it works!

**8 Super MOS chips.**

Our 414 has 8 Super MOS chips. Each chip handles the work load previously assigned to 20 integrated circuits. We are the first manufacturer of calculators to use Super MOS chips. And to date, no other maker has achieved this extraordinary sophistication in design.

With Super MOS to do the work, the 414 can add, subtract, multiply, divide, place decimals automatically, and recall the last number displayed just as if you had entered it. And with fewer components and electrical connections, our 414 has fewer parts to wear out, fewer things to go wrong.

**What does it all mean?**

When all is said and done, it really comes down to just what we said up at the top. If you're going to buy a brand-new electronic calculator, you really ought to get the most singularly advanced one you can find.

The American made Marchant Model 414.

It may look like other calculators, but its brain thinks just a little bit ahead of all the rest.

**SCM SMITH-CORONA MARCHANT**  
DIVISION OF SCM CORPORATION



# Marchant. The First.